

Corporate Measures for Indian Universities: A Boon or Curse

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Abstract: *All the institutions/ Organisations should not operate in a for-profit mode. Educational institutions need to incorporate functional feature of for benefits of society rather only targeting profit making. In this context, this article explains the necessity and feasibility of corporate strategies for universities in India. Universities, the place of high quality scholastic research are heading towards the operations of the corporates. It explains the necessity of the corporate measures for universities at one end and foresee the possible outcomes.*

Keywords: Corporates, Universities, Measures, India, GDP

India, a land of cultural and racial pluralism, has contributed to world civilization greatly with its ancient Vedic richness and most acclaimed religion, Hinduism. Sanskrit, the leading scientific and tempered language was the lingual means for Indian Vedic and puranic compositions. During the Vedic era, knowledge had no other means of heritage besides listening it from proficient sages. With the appearance of dynasties in Indian history, Gurukula system of imparting education begun. This system supposed to be existent till first Indian university set up at Nalanda founding the intellectual base for India. The holistic texture of Indian educational basement took a new turn with the intervention of British colonialism in India. Britishers were solely responsible for the reformation of Indian educational system. Most of the colleges and universities are the outcome of British imperialism came to existence only after 1800 A.D. However, this trend continues till late 19th century. Britishers are solely responsible for an organized educational scenario for India. Indian cultures and languages are the two-pronged dimensions of Indian educational system till the end of colonialism, if correctly remembered.

Educational set up of India in post-independent era have passed through many alterations to reach 21st century. From primary educational institutions to universities were being set up to accelerate educational scenario in the nation. Commercialisation in education gradually engulfed the purity of the system. In fact, the process used to be existent in after 500BC in form of guru *dakhshina*. But it was more a component of culture than functionalism. This need not to be confused with the modern mode of commercial education came to existence in late 20th century.

The question whether Indian universities exigent corporate formulae raises more questions than answers. Universities are apex educational institutions and ought to focus on the method of education than fund raising. Corporate measures are unquestionably more commercial than humane. Most of the measures are self-centric than aiming towards a universal goodness. Inquisitively thinking, universities are also focusing on commercial measures to be conducive to market. Evidencing the fact one case of Oxford universities may be cited. OUP (Oxford University Press) was originally allotted the role to publish all the journals and books of Oxford universities and meant for Oxonian only. With demand from the outer world, the press spreads through out Europe and

currently it is a renounced publisher of ample books and journal worldwide. At present also OUP does not consider quality journal and literature as the demand among the Oxonian and other readers for serious reading is deteriorating. Not this process will lead to the loss of classic writings? Not this is the duty of the universities to strive genuinely to sustain the quality writings? But alas! The university is adopting the market oriented principles to keep good tune with transaction. On the contrary as the university takes least aids from the administration needs fund for its smooth operation is forced to follow such strategies for its survival.

Considering the case of Indian universities, the same strategy will be applicable in a diversified form, let it be sooner or later. Rethinking the curricula of the universities, changes have been adopted time and again to meet the demand of the students and scholars. The day is coming when all the universities will take up only the courses demanded among the students and will certainly support them to earn their livelihood. Curriculum like business administration, computer application are gonna to be the core strength of Indian universities. Higher studies will be for namesake only and the sincerity and quality are no more be seen.

Deducting an analogy between corporate, industries and universities demystifies the singular inference of profit motive is the prime undercurrent to all the above institutions/organizations. Gone were the days when scholars are invited from in and out of nation to supplement the intellectual propensity of a university. Fellowships were awarded to elevate the intelligentsia to far extent. Surprisingly, Indian universities look beyond the financial support than spread of education without any melodramatic impact from Westerners or Orients. The reverse holds true as buddhistic philosophy penetrates Far East from India. Educational corrigendum in India is the consequence of its rich cultural heritage. As a result of cosmic evolution, Indian Universities have attained the state of a corporate at present.

Pertaining to India it can well be predicted that most of the universities are going to be privatized in near future implying the conversion of the universities to corporate. Major business tycoons will queue up for the privatization of India universities. The disciplines will be taught as per the job perspective. More technical streams will emerge to meet the demand of the students. The whole process of the education

will be clumped up with pure business orientation. Frankly opining, this will help a lot to value education and will serve to escalate the Gross Domestic Product (GDP) of the nation creating more technocrats. It will be a solution to the job scarcity. What will be lost due to the adoption of corporate formulae for these highest educational institutions are the teachers-students relationship, intellectuals and above all the urge to obtain knowledge and ideas among the students. Ideas are the inner strength of the promotion of the philosophies and knowledge. The whole educational scenario can not persist without this base. Frankly, money can not substitute knowledge and research. On the contrary, universities are being withdrawn from the government grant and undergoing utter helplessness for the survival. A supportive conclusion in this regard asserts a compromise between arts and techniques. Unquestionably, the universities adopting corporate strategies should prioritize the technical education; ought not to complete uproot the traditional disciplines though elimination of few allied disciplines will not hamper the process. Thought provoking disciplines like literature, philosophy are to be promoted will fellowship facilities. Lectures and compositions participation are encouraged from the students and professors to keep the mind intact with that of brain. Universities are the storehouse of ideas and the interest for the knowledge among the scholars was its core aim. Utmost care is exigent to be taken to keep this inner goal of the in spite of corporate measures undertaken. This may be the only solution as it will be absurd enough to predict current Indian universities without corporate measures analyzing the ongoing economic policy of the nation.